



Exp. mail. ET 410 1907 US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Handwritten: #20/C, 8.28.02

Applicants: Bruce Eisen et al.
Assignee: User Trends, Inc.
Title: Electronically Distributing Promotional And Advertising Material Based Upon Consumer Internet Usage
Serial No.: 09/379,167 Filing Date: 08/23/99
Examiner: John L. Young Group Art Unit: 3622
Docket No.: M-7729 US

Newport Beach, California

Box RCE AMENDMENT
COMMISSIONER FOR PATENTS
Washington, D. C. 20231

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AUG 22 2002

AMENDMENT

GROUP 3600

Dear Sir:

Claims 1-56 as are pending in the application. Please cancel claims 53-56. Please amend claims 1-4, 22, 45, and 52 as provided in Attachment A that provides a marked up version of the claims containing the newly submitted changes.

The following is a clean version of the entire set of claims 1-52, which will be pending by the virtue of this amendment.

1. (Amended) A method for electronically identifying a consumer without requiring consumer registration, the method comprising:

embedding a unique identifier within a web site address, the unique identifier uniquely identifying an email recipient;

including the web site address in an electronic mail message sent to the email recipient, wherein the web site address provides the email recipient with access to one or more web sites;

establishing a connection between a client computer used by the email recipient to receive the email and a server computer providing access to the one or more web sites, in response to the email recipient selecting a reference to the web site address included in the electronic mail

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